

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for Hereford eNews, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to eNews@hereford.org to subscribe. Archived issues are posted at Hereford.org.



Teresa Oe

Hereford 101: Expert Advice on AI and Synchronization

The next Hereford 101 is scheduled for March 22 at 7 p.m. Dave Patterson, state Extension beef reproduction specialist at the University of Missouri-Columbia, will join Jack Ward, AHA chief operating officer and director of breed improvement, to discuss the importance of artificial insemination (AI). Included will be information on synchronization practices that can enhance AI results.

For instructions on how to participate, read *Hereford eNews*, view the "Announcement" section at Hereford.org, or contact Ward at (816) 842-3757 or jward@hereford.org.

The Whiteface available for download

The Whiteface is a newsletter produced by the AHA with a focus on the commercial cattle business and the role of Herefords in this sector. Archived issues are available for download at Hereford.org. These newsletters make for excellent reading materials at Hereford sales and events, especially the February 2007 issue, which is full of "Hereford Testimonials."

If you would like high-resolution files for high-quality printing, please contact Teresa Oe, AHA communication coordinator, at (701) 232-4353 or toe@hereford.org.

The "Hereford Testimonials" are also included in February's *Hereford World*.

Hereford resources online

State Hereford associations and individual breeders can now download the AHA's national ad and radio script at HerefordResource.com. The AHA communication team encourages members to use these materials to help present a uniform Hereford message to the industry.

Also at this site are instructions for ordering "The Power of Black. Only Better." posters. AHA staff is asking for breeders' help in distributing these posters to sale barns and other appropriate locations.

As new resources become available, they will be posted to this site and announced at Hereford.org and in *Hereford eNews*.

For more information, contact Oe.

Make sure you're in the Hereford Handbook

Hereford Publications Inc. (HPI) has sent letters to state Hereford and women's association secretaries to request information for the *Hereford Handbook* in July's *Hereford World*. By submitting your association's leadership and event information, you ensure that *Hereford World* readers are accurately informed of your state's activities. If you are the secretary of your association, and did not receive the letter, please contact Christy Benigno at (816) 842-3757 or cbenigno@hereford.org to request the appropriate form. The deadline for submittal is March 15.

2006 Dams of Distinction to be announced soon

Each year the AHA recognizes cows that meet the highest standards of cattle production with the

Dam of Distinction honor. Females attaining Dam of Distinction status are listed at Hereford.org with "DOD" after their names in the "EPD Inquiry" section.

The 20 breeders with the most Dams of Distinction in 2006 will soon be listed in *Hereford eNews*, as well as the top 20 states. A complete list of breeders with Dams of Distinction and more information about program criteria will be included in the April *Hereford World*.

At the top of the Dams of Distinction list in 2005 was Rausch Herefords, Hoven, S.D., with 52 qualifying females. The top five states, respectively, were South Dakota, Nebraska, Montana, North Dakota and Kansas.

Hall of Fame, Merit nominations due May 1

Nominations for the Hereford Heritage Hall of Fame and Hereford Hall of Merit are due May 1.

The Hall of Fame honor recognizes Hereford breeders who've dynamically influenced the direction and advancement of the Hereford breed. Last year's inductees were Bob Schafer, Mahnomon, Minn., and Upstream Ranch, Taylor, Neb.

Hall of Merit recipients aren't necessarily Hereford breeders, but have in their own ways greatly influenced the Hereford breed and cattle industry. Last year's inductees were Mike MacNeil, Miles City, Mont., and the late Guy Shull, Elgin, Okla.

For information on how to nominate deserving individuals for the 2007 induction at the AHA Annual Meeting in October, see Page 88. **HW**

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Save the Date:
Aug. 22-24, 2007
Hereford Young Guns
 Kansas City, Mo.
 Stay tuned for more details.